

Abstract of the Disclosure

A liquid crystal display device of reduced power consumption has a liquid crystal display panel and at least a backlight unit disposed in opposition to a liquid crystal display part of the liquid crystal display panel. The surface of the backlight unit that is opposed to the liquid crystal display panel is divided into a plurality of subunits capable of being individually adjusted in brightness, and the liquid crystal display part is divided into pixel blocks which are surface portions opposed to the respective subunits. The liquid crystal display device includes a first unit for calculating the highest brightness from display data inputted to individual pixels in each of the pixel blocks, and a second unit for adjusting, according to the magnitude of the highest brightness calculated by the first means, the brightness of each of the opposed subunits.